



Hong Kong Institute of
Certified Public Accountants
香港會計師公會
The Success Ingredient

內地業務關注組

晚間研討會

歡迎公會會員參加 (內地業務關注組會員優先)

題目：內地特許經營的運作和發展

主講嘉賓：陳勉先生
執行董事 - 班尼路集團 (Baleno Holdings Ltd.)

研討會內容：特許經營模式早已在國際商業市場上廣泛採用，但是中國的特許經營只是在 80 年代末期開始，最初進入內地市場的主要是國際連鎖餐飲業及著名服裝品牌。經過十多年的普及和發展，內地的特許經營目前正處於快速發展階段，孕育著巨大的發展空間和更多的投資機會。

班尼路集團在內地現擁有二千多個銷售點，分佈於全國各省市，2004 年的營業額約二十億港元。公會邀得班尼路集團執行董事陳勉先生以個案形式，介紹特許經營在內地的運作情況，並且分享班尼路運用特許經營模式開拓內地市場的經驗，使會員能夠掌握內地特許經營的發展情況。

日期：2006 年 1 月 19 日 (星期四)

時間：	晚上 6:15 - 6:30	入座登記及享用茶點
	6:30 - 6:35	主席介紹
	6:35 - 7:30	嘉賓演講
	7:30 - 8:00	答問環節

語言：廣東話

地點：香港會議展覽中心舊翼 4 樓 407 室

費用：香港會計師公會會員/國際聯繫會員：每位港幣 200 元
非會員：每位港幣 330 元

香港會計師公會專業進修小時：1.5 小時

Registration

The admission fee for attending this evening seminar is HK\$200 and HK\$330 per person for Institute's Member/International Affiliate ("IA")/Student and Non-Member respectively. The number of seats is limited and a first-come-first-served approach will be adopted in case of over-subscription. However, priority of enrolment will be given to MBIG members/members/IAs. If you wish to attend the event, please complete the enrolment form below and return it by post or by fax to the Mainland & International Relations Department of the Institute, together with a cheque payable to "Hong Kong Institute of Certified Public Accountants", where appropriate. For fax enrolments, remittance must reach the Institute within 2 days from the date of fax booking but, in any event, before the enrolment deadline on **12 January 2006**, to secure your booking.

A **confirmation email** will be issued upon receipt of your payment. If you do not receive it on or before 17 January 2006, please contact us. Save with over-subscription or cancellation of event, **no refund will be made after payment has been received by the Institute**. The Institute reserves the right to change the venue, speaker or date of the event due to unforeseeable circumstance. For enquiries, please contact the Mainland & International Relations Department at 2287 7065 / 067 / 030.

To: Mainland & International Relations Department,
Hong Kong Institute of Certified Public Accountants,
4/F., Tower Two, Lippo Centre,
89 Queensway,
Hong Kong.

Fax: 2865 6603 / 2865 6776

ENROLMENT FORM

Mainland Business Interest Group Seminar on 19 January 2006

"Franchising in the Mainland"

(內地特許經營的運作和發展)

(Deadline for enrolment: 12 January 2006)

Name: (Mr./Mrs./Ms.) _____ Member/IA/Student no.: _____

Contact Tel No.: _____ Fax No.: _____

Email Address: _____

Signature: _____ Date: _____

Payment by <input type="checkbox"/> Cheque No.: _____ Bank: _____ <input type="checkbox"/> Institute's Visa Platinum Card <input type="checkbox"/> Institute's Visa Gold Card Amount: HK\$ _____	
For payment by credit card, please fill in the following:	Card Number :
Cardholder's Name : _____ (Please print) Date : _____	Card Expiry Date (month/year) : _____ Cardholder's Signature : _____

Cheque should be made payable to "HONG KONG INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS".

Only Institute's Affinity Credit Card is accepted.

FOR OFFICE USE		
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